

Top of Broadway Community Benefit District Annual Report – 2018-19

Top of Broadway Community Benefit District Wraps Up 7 Years of Good Work

January 2020

Message from the President, Oliver Mar

Commencing in early 2013 and concluding this past December 31st, 2019, Top of Broadway Community Benefit District was formed to provide essential services to the one of the oldest and most culturally significant areas in San Francisco. Spanning only 3 blocks on Broadway, this district (which is the smallest in the City) encompasses a rich history of entertainment, art, culture and heritage that is quintessentially North Beach, and undeniably unique to San Francisco.

From its inception, our Community Benefit District was created to fund special benefit services over and above what the City and County of San Francisco currently provides. Although the Broadway district was the smallest ever created in San Francisco, our modest annual budget of \$107,000 was greatly underwritten (dollar for dollar) by the Broadway Entertainment and Cultural Association (BECA) for its first three years, allowing the CBD to achieve significant positive impacts on the local quality of life and economic vitality of the immediate area.

Over the past seven years, the Top of Broadway CBD has overseen the implementation of numerous special benefits services as well as community projects designed to benefit local stakeholders in and around the Broadway commercial area. These services/projects have ranged in size and scope, but have included some notable accomplishments:

1. Provided daily sidewalk and gutter sweeping of the entire district. Also provided daily graffiti abatement and reporting to SFDPPW.
2. Provided weekly pressure washing of district sidewalks (monthly district-wide).
3. Provided periodic security, as needed, for special events or large city celebrations that impacted the district.
4. Ensured all district nightlife establishments adhered to the guidelines outlined by the Entertainment Commission Good Neighbor Policy.
5. Secured grants for overseeing the design and installation of 10 historical markers throughout the district to commemorate the multi-faceted legacy of Broadway on North Beach.
6. Designed and installed the *Shimmer* lighting installation, a one-of-a-kind art installation suspended over the historic Peter Macchiarini Steps.
7. Worked very closely with SFPD Central Station, the SFMTA and Supervisor Aaron Peskin's office to reduce the hourly tow away zone weekend restrictions on Broadway, which is unanimously seen as detrimental to economic vitality of the entire area.

Thus, from the outset, BECA’s generous contributions have sustained the Top of Broadway CBD for much of its lifespan as the organization worked to revitalize the area and expand its boundaries. However, in 2019 BECA’s funding ended and the Board of Directors voted in July to disestablish the district one year early due to the fact that the organization would be unable to operate on mere assessment income alone.

In conclusion, it has been an honor to serve as President of the Top of Broadway CBD for the last 5 years and I would like to thank the following key Board members and community partners for making this all happen: Joe Carouba/BSC Management, Carmen Crotti/Tommaso’s, Calvin Louie/438-440 Broadway, Jerry Cimino/The Beat Museum, Payam Arvin/Monroe, the Broadway Entertainment & Cultural Association (BECA), New City America (NCA) and all the community partners and stakeholders that participated in our efforts to revitalize the Top of Broadway neighborhood.

Thank you again and I hope to see you around Broadway soon!

Oliver Mar, President

Top of Broadway Community Benefit District

Board Members for the 2018-19 Term:

The following Board members have been elected to run the CBD Board for 2018-19.

<i>Person</i>	<i>Type of Seat</i>
Oliver Mar, President	Property owner seat Mar Family Trust
Joe Carouba, Vice President	Property Owner seat BSC Management
Carmen Crotti, Secretary	Property Owner seat Tommaso’s
Calvin Louie, Treasurer	Property owner seat 440 Broadway
Payam Arvin	Property owner designate Monroe
Samson Shirakhon	Business owner seat
Matias Drago	Property owner designate 222 Columbus Ave.
Jerry Cimino	Business owner seat The Beat Museum
Gordon Leung	Property Owner seat Chinatown Community Development Center (CCDC)

The district is staffed and managed by New City America, Inc.

Marco Li Mandri/Executive Director
Dominic Li Mandri/District Manager
Shirley Zawadzki/Finances

SOBO FY18-19 Highlights

In FY 18-19, the Top of Broadway SOBO Committee continued its campaign for a cleaner, safer, and more vibrant Broadway district, accomplishing much through collaborative, coordinated efforts with our community contacts and City agencies. Clean and safe continue to be a top priority for the voluntary Committee as we look to build upon the progress we’ve made over the last year, developing strategies and relationships intended to further enhance the quality of life and economic vitality around the Broadway/Columbus corridor. Some highlights of this past year’s maintenance and safety services include:

- Provided sidewalk maintenance services 355 days out of the year, collecting and removing approximately 9,000 lbs. of litter from the gutters and public rights-of-way.
- Removed 835 incidences of graffiti from the public rights-of-way, a notable decrease from last fiscal year (1215).
- Removed 525 incidences of Human/Animal Waste in-district, also a slight decrease from last fiscal year (662).
- Continued our coordination with North Beach Citizens to maintain 10 Surfrider cigarette ashcans hung throughout the district as well as upkeeping the Big Belly bin at Broadway & Kearny St.
- Collaborated with SFPD Central Station to implement a trial reduction of the Broadway tow-away zone start times from 10 PM to 11:30 PM Fridays & Saturdays.
Conducted Regular District-Wide Inspections with SFDPW personnel and coordinated resources among multiple agencies to ensure collaborative coverage of the Broadway corridor.

Cleaning & Maintenance—Dome Cleaning

- District cleaning and litter removal..... 355 days
- Illegal Dumping Reports 154 reports
- Human/Animal Waste clean-up..... 525 recorded
- Graffiti Incidents Removed..... 835 incidences
- Pressure Washing of District..... 13 times (42,545.75 total linear footage)

DISI FY18-19 Highlights

In FY18-19, the Top of Broadway DISI Committee focused primarily on revitalizing the ToBCBD social media channels and sustaining the beautification project *Shimmer* as the district continues to add more content and functionality to the installation. Brand recognition has been a challenge since the inception of the district, though the DISI Committee has been successful in implementing various

streetscape projects to diversify Broadway’s image and contribute to its revitalization. Some highlights of this past year’s progress and projects include:

- Continued to work with artist Joshua Hubert to stabilize and expand the functionality of the *Shimmer* art installation.
- Routinely distributed Historical Marker Brochure literature to surrounding establishments/businesses.
- Hired a Social Media marketing vendor to manage the Top of Broadway’s Instagram and Facebook channels for a 4-month period.

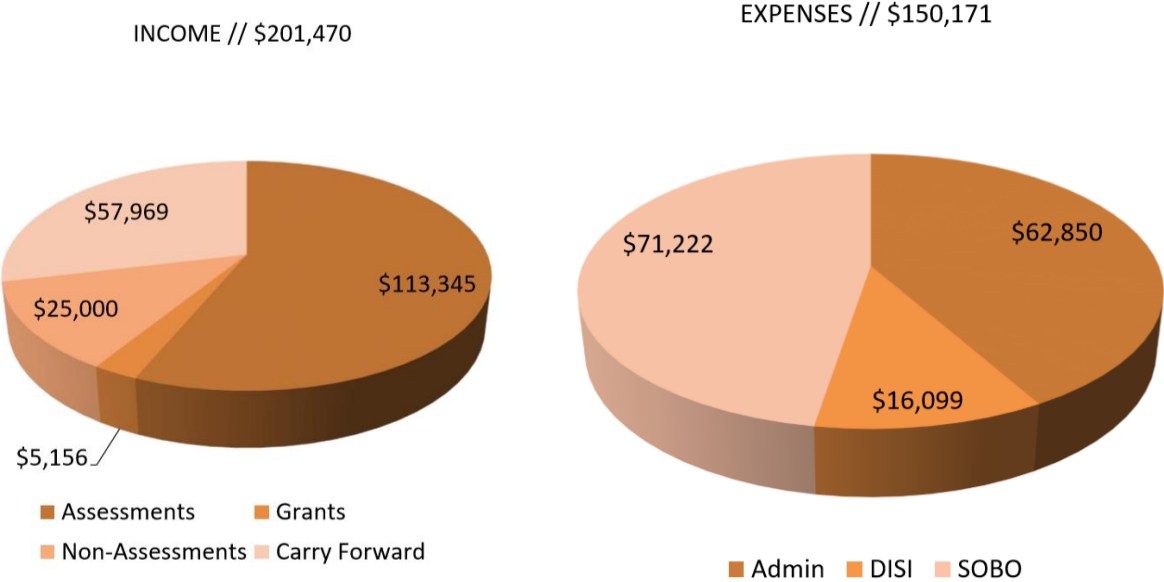
Active Committees Allow Us to Make Changes:

In early 2016, the Board restructured its Committee system to accommodate more ideas and implement projects more quickly. We have 3 standing committees: Executive, Sidewalk Operations, and District Identity and occasionally the Land Use Committee. All CBD property owners and business tenants are encouraged to work on one or more of the committees.

<i>TOBCBD Committee</i>	<i>Functions and Duties</i>
<i>Executive/ Organization Committee</i> <u>Chair: Oliver Mar,</u> President of the Corporation	Oversees staff and district administration and consulting contracts, corporate finances, insurance, grants, development of budget, Board agendas and meetings, correspondences, outreach, bylaws and Board policies, relations with the Board of Supervisor’s office, political reps and public agencies, Board elections, fundraising, etc. Oversees annual election of Board members. Consists of all of the officers of the corporation.
<i>Sidewalk Operations, Beautification and Order (SOBO)</i> <u>Chair: Payam</u> Arvin	Oversees maintenance and security service provider contracts involved in the improvement of the public rights of way, including sidewalk sweeping, steam cleaning, landscaping, personnel and non-personnel expenses. Maintains an active dialogue with Central Station to address district security concerns.
<i>District Identity and Streetscape Improvements (DISI)</i> <u>Chair: Jerry</u> Cimino	Projects would include those that market and promote the District or promote positive aspects of the Top of Broadway. Those issues may include: branding of the district, new International Settlement sign (if expansion occurs), Kearney Steps project, public relations, website maintenance, streetscape issues including landscaping <i>design</i> , tree selection, street light standards, festival poles, visual linkages, new public spaces projects, improvements to public spaces in the district, social media, twitter and Facebook management,

Land Use Chair: Joe Carouba	Parking, transportation, mobility, planning, zoning, code enforcement, new developments, Entertainment Commission, alcohol permits and outdoor dining encroachments, review of new tenant improvements and their impact, etc.
Expansion Task Force Chair: Joe Carouba	Oversees the boundaries, survey and other steps involved in the possible expansion of the Top of Broadway CBD. This Task Force will advise the Executive Committee on the results of its finding and the Executive Committee will bring the issues to the Board for review and concurrence. Created by Board action and advisory to the Executive Committee.

Pie Chart:



Map

Top of Broadway CBD Map

May 2012



BENCHMARK 1: Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan

SA 76 - Broadway		FY 2018-2019								
Service Category/Budget Line	Management Plan Budget	General Benefit Dollars	Management Plan Assessment Budget	% of Budget	FY 2015-16 Budget	General Benefit Dollars	FY 2018-2019 Assessment Budget	% of Budget	Variance	Source
SA 76 - Top of Broadway CBD - District Identity and Activities	\$ 45,000.00	\$ 450.00	\$ 44,550.00	42.23%	\$ 45,000.00	\$ -	\$ 45,000.00	42.23%	0.00%	
SA 76 - Top of Broadway CBD - Sidewalk Operations, Beautification, and Order	\$ 30,000.00	\$ 300.00	\$ 29,700.00	28.15%	\$ 30,000.00	\$ -	\$ 30,000.00	28.15%	0.00%	
SA 76 - Top of Broadway CBD - Administration, Organization, and Corporate Operations	\$ 31,567.31	\$ 315.67	\$ 31,251.64	29.62%	\$ 31,567.31	\$ -	\$ 31,567.31	29.62%	0.00%	
Contingency and Reserve	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
TOTAL	\$ 106,567.31	\$ 1,065.67	\$ 105,501.64	100.00%	\$ 106,567.31	\$ -	\$ 106,567.31	100.00%		

BENCHMARK 2: General Benefit Requirement

1.00%

Revenue Sources	FY 2018-2019 Actuals	% of actuals	Source
Assessment Revenue	\$ 113,345.00		Assessments and penalties
Total Assessment (Special Benefit) Revenue	\$ 113,345.00	74.90%	
Grants/Contributions	\$ 30,156.00	19.93%	
Other	\$ 7,825.00	5.17%	
Total Non-Assessment (General Benefit) Revenue	\$ 37,981.00	25.10%	
Total	\$ 151,326.00	100.00%	

BENCHMARK 3: Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percentage points

SA 76 - Broadway		FY 18-19								
Service Category/Budget Line	FY 2018-2019 Budget	% Budget (Total Budget)	Actuals	Amount from Assessment	Amount from General Benefit	% of Actuals (Assessment)	% of Actuals (Total Budget)	Variance (Assessment)	Variance (Total Budget)	Source
SA 76 - Top of Broadway CBD - District Identity and Activities	\$ 45,000.00	42.23%	\$ 16,099.00			100.00%	10.72%	\$ 10,900.00	\$ -31.51%	
SA 76 - Top of Broadway CBD - Sidewalk Operations, Beautification, and Order	\$ 30,000.00	28.15%	\$ 71,222.00			100.00%	47.43%	\$ 41,122.00	\$ 19.28%	
SA 76 - Top of Broadway CBD - Administration, Organization, and Corporate Operations	\$ 31,567.31	29.62%	\$ 62,850.00			100.00%	41.85%	\$ 31,647.31	\$ 12.23%	
Contingency and Reserve	\$ -	0.00%	\$ -			100.00%	0.00%	\$ -	\$ 0.00%	
0	\$ -	0.00%	\$ -			100.00%	0.00%	\$ -	\$ 0.00%	
0	\$ -	0.00%	\$ -			100.00%	0.00%	\$ -	\$ 0.00%	
0	\$ -	0.00%	\$ -			100.00%	0.00%	\$ -	\$ 0.00%	
TOTAL	\$ 106,567.31	100.00%	\$ 150,171.00	\$ -	\$ -	100.00%	100.00%			

BENCHMARK 4: Whether CBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year

FY 2018-2019 Carryover Disbursement	\$ -	Source	Spenddown Timeline
Special Assessment Project	\$ -		
	\$ -		
Special Project Total	\$ -		
Total Designated Amount for FY 2018-19	\$ -		